



# USDA Weekly Retail Turkey Feature Activity

Fri. Jan 27, 2006

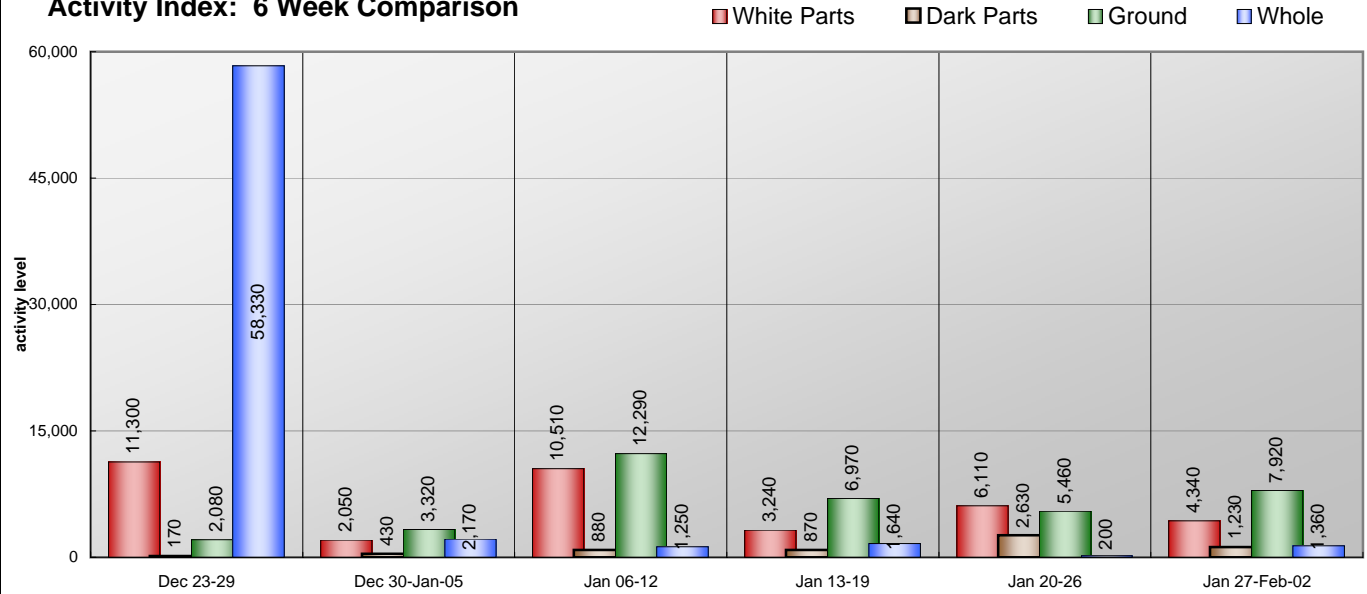
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/27 thru 02/02.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>47.8% of 16,700 outlets</b>		<b>49.5% of 16,700 outlets</b>	
<b>Special Rate 4/</b>	<b>8.3%</b>		<b>3.9%</b>	
<b>Activity Index 2/</b>	<b>14,850</b>		<b>14,400</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	50	0.99		
" - Toms				
Frozen - Hens	620	0.76	100	0.78
" - Toms	690	0.77	100	0.78
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	730	1.22	140	1.29
Frozen	660	1.65	610	1.52
<b>Hotel Style</b>				
Fresh	400	1.46		
Frozen				
<b>Split, bone-in</b>				
Fresh	20	1.99		
Rotisserie (24 oz)	390	7.91	2,860	6.49
<b>Boneless, whole</b>				
	90	3.52	50	3.69
Cutlets	710	4.04	1,080	3.87
Strips	200	4.70	680	3.82
Tenders	1,140	3.22	690	3.81
<b>Drumsticks</b>				
	320	1.09	1,250	1.36
<b>Thighs</b>				
	230	1.02	110	1.59
<b>Wings</b>				
	310	1.08	1,190	1.37
<b>Necks</b>				
Smoked Drumsticks	210	1.60	30	1.82
Smoked Wings	160	1.59	50	1.68
Smoked Necks				
<b>GROUND TURKEY:</b>				
Patties	1,960	2.57	900	2.52
Sausage	1,920	2.63	620	2.48
85% lean	960	1.51	710	1.55
93% lean	2,090	2.47	2,620	2.14
Breast	990	3.92	610	3.98

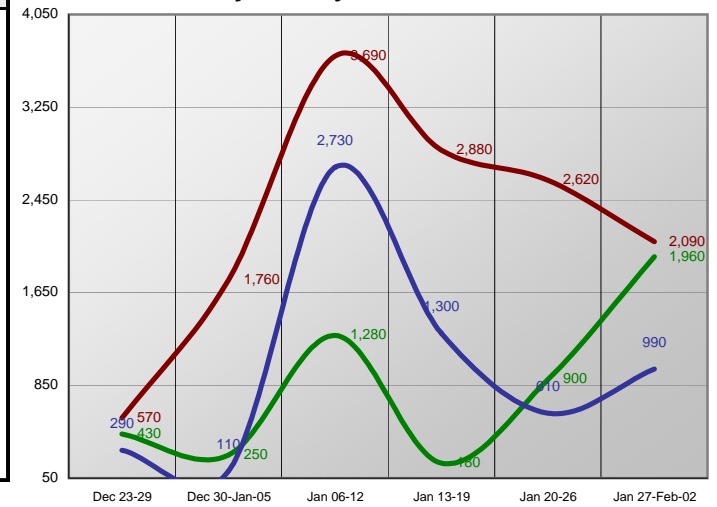
## Activity Index: 6 Week Comparison



## Turkey Featuring - 01/27 thru 02/02

Featuring of turkey items at the retail counter is about even with last week but concentrated more on ground turkey and less on breast cuts. Frozen whole bird features are being run on a limited basis across the country with advertised price levels holding about steady with post-holiday levels. With the exception of tenders, features for breast cuts are down considerably from last week as are features of dark cuts. Ground turkey is enjoying broad feature activity at mostly higher average price levels. Feature activity is best this week in the Western U.S. with nearly three-fourths of sampled stores featuring turkey products.

## Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	45.1% of 8,200 sampled outlets 9.1% of stores w/ no-price promotions Activity Index = 6,950			32.7% of 4,900 sampled outlets 10.3% of stores w/ no-price promotions Activity Index = 3,080			73.8% of 3,600 sampled outlets 3.9% of stores w/ no-price promotions Activity Index = 4,820		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99	50	0.99						
" - Toms									
Frozen - Hens	0.69	430	0.69	0.69	50	0.69	0.99	140	0.99
" - Toms	0.69	430	0.69	0.69 - 0.99	70	0.76	0.89 - 0.99	190	0.96
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	0.99	560	0.99				1.99	170	1.99
Frozen	1.47	50	1.47	0.78 - 1.47	30	1.15	1.69	580	1.69
Hotel Style									
Fresh	0.99 - 1.79	400	1.46						
Frozen									
Split, bone-in									
Fresh	1.99	20	1.99						
Rotisserie	7.99	270	7.99	7.99	90	7.99	6.99	30	6.99
Boneless, whole	3.29	60	3.29				3.99	30	3.99
Cutlets	3.29 - 4.59	510	3.78	4.70	200	4.70			
Strips				4.70	200	4.70			
Tenders	3.00 - 3.75	690	3.07	3.00 - 3.99	450	3.45			
Drumsticks				0.99 - 1.29	310	1.08	1.39	10	1.39
Thighs				0.99	220	0.99	1.79	10	1.79
Wings				0.99 - 1.29	310	1.08			
Necks									
Smoked Drumsticks	1.39 - 1.59	190	1.56	1.99	20	1.99			
Smoked Wings	1.59	160	1.59						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.33 - 2.59	410	2.37	1.33 - 3.00	250	2.42	1.39 - 3.00	1,300	2.67
Sausage	1.99 - 2.69	710	2.43	1.99 - 3.00	320	2.68	2.27 - 2.95	890	2.77
85% lean	1.00 - 1.79	410	1.36	1.00 - 1.69	380	1.27	2.39	170	2.39
93% lean	1.99 - 2.99	1,190	2.30	1.92 - 3.33	180	2.87	2.40 - 3.00	720	2.63
Breast	3.69 - 4.29	410	3.81				3.99	580	3.99

Note: See page 1 for explanatory notes.